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PHILIPPINES

POPULATION, HEALTH & NUTRITION

WELL-FAMILY MIDWIFE CLINIC (WPMC)
WPMC PARTNERSHIPS FOUNDATION, INC. (WPFI)

PROJECT OBJECTIVE

The Well-Family Midwife Clinic aims to provide affordable and accessible quality Family Planning (FP) and Maternal Child Health (MCH) services for every Filipino.



PROJECT BACKGROUND

In 1997, the **JSI Research and Training Institute (JSI/RTI)**, with funding assistance from the **United States Agency for International Development (USAID)**, embarked on a program called “Technical Assistance for the Conduct of Integrated Family Planning (FP) and Maternal and Child Health (MCH) Activities by Philippine Non - Government Organizations (TANGO)”. In partnership with 10 Non-Governmental Organizations (NGOs) based in various regions, this project has established a network of clinics owned and managed by private midwives who deliver FP/MCH services to the lower and middle income segments of the urban and rural population.

In order to sustain their business and social development operations, the WPMC Managers and their partner NGOs established in June 18, 2002 a membership foundation called the **“WPMC Partnerships Foundation, Inc. (WPFI)”** to manage the WPMC Franchise. WPFI is the franchisor, while the WPMC Managers are the franchisees.

WPFI utilizes a franchise format that requires all members to observe high standards of business performance and quality services at all times.

Today, there are 149 WPMCs that provide accessible and affordable quality health care services to Filipinos all over the country.

PROGRAMS AND SERVICES

a. Franchise Development Program –

This involves developing a full-functioning franchise system for the WPMC Network. WPFI continuously develops and updates the capabilities of the WPMCs to deliver “affordable, convenient, quality health care” to the middle and lower-income Filipinos. WPFI sees to it that the service delivery mechanisms and standards of WPMCs are well enforced and supervised. To the best interest and benefit of the WPMC clients, the motto: “Quality Care Beyond Compare” shall be the overriding principle among the members.

b. Business Partnerships And Collaborative Projects –

To strengthen the business aspect of the WPMCs, WPFI, in collaboration with various NGOs involved in social marketing, have implemented business-related activities for the midwife entrepreneurs. Among the partner agencies are **DKT Philippines Inc., ReachOut Foundation International** and **UP-Institute of Human Genetics** for its Newborn Screening Program. WPFI orchestrates the partnerships with these agencies to see to it that it would bring about strong and direct business linkage even right down to the WPMC level.

c. Business Development And Consultancy Services –

To assist the WPMCs achieve excellence in providing family planning and maternal child health care services, WPFI shall provide training and consultancy services for both the clinical and business aspects of the WPMC operations.

d. Marketing –

In promoting WPMCs as “One-stop-shops” for FP/MCH services, WPFI develops and implements different marketing strategies to promote the services of WPMCs.

e. Human Resource Development –

WPFI develops a comprehensive Human Resource and Organizational Development Program for both the member NGOs and WPMCs. Likewise, a reward and recognition program is also in place to motivate exemplary performance among WPMCs.





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WELL-FAMILY MIDWIFE CLINIC (WFMC)
WFMC PARTNERSHIPS FOUNDATION, INC. (WPFI)

WFMC SERVICES

Family Planning

- Counseling
- IUD Insertion / Removal /Check-up
- Condom and Pill Supply
- DMPA Injection
- Referrals for Natural Family

Planning, Bilateral Tubal Ligation (BTL) and Vasectomy

Maternal and Child Health

- Physical, Breast and Pelvic

Examinations

- Pregnancy Test
- Pre and Post Natal Care
- Safe Normal Spontaneous Delivery
- Pap Smear

Child Care

- Newborn Screening
- Immunization
- Deworming
- Cord dressing
- Weight-Taking

Other Health Care Services

- Basic Life Support Services
- Blood Pressure Taking
- Wound Dressing
- Ear Piercing
- Other Services

Referrals

A medical support system composed of back-up physicians and hospitals to handle emergencies and complications. Some WFMCs also have linkages with institutional clients.

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Accomplishments (as of December 2004)

Organization of the Network

The Foundation took giant steps in the area of organizational development. Systems for Franchise Operations, Human Resources, Finance, Procurement and Distribution, Continuing Education, and Corporate Governance have been set in place to guide WPFI in its operations.

Clinic Accreditation

41 WFMC Managers and 36 WFMCs have received service provider and facility accreditations from PhilHealth.

Member Services

Being a bonafide franchisee, the following value-added privileges are enjoyed:

- Legal Assistance
- Padayon Newsletter
- Access to Financing
- Regular Quality Assurance Monitoring
- Health Insurance
- Access to various training course



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